

1 **Claims**

2
3 We claim:

4
5 1. A method for advertising, composed of these steps:

6
7 the service provider employing this method presents an image gallery that displays a variety of advertising
8 images sized to fit, when printed, on one side of a product;

9
10 the user may browse and search through the gallery;

11
12 the user indicates an image selection;

13
14 the user fills in a form to produce a personal message and a mailing address;

15
16 the user may upload an image for inclusion with their message;

17
18 the user may indicate a coupon to include with their message;

19
20 the user identifies themselves to the system implementing the process;

21
22 the user signals completion of the card and requests to send it;

23
24 the service provider makes a complete product by printing the advertising image on one side of the product,
25 and printing the user's personal message, optional image, and address on the other side of the product;

1 the service provider adds sufficient postage to the product and deposits it with the postal service for mailing.

2
3 2. The method of claim 1 where the device for presenting the image gallery is a computer connected to an
4 address on a public network.

5
6 3. The method of claim 1 where the device for presenting the image gallery is a computer connected to a
7 private network.

8
9 4. The method of claim 1 where the mechanism for implementing this invention is provided by a standalone
10 system, such as a kiosk.

11
12 5. The method of claim 1 where the product is a printable, mailable item such as a postcard, flyer or letter.

13
14 6. The method of claim 1 where the user may identify themselves at any point in the process prior to
15 completing the transaction of specifying and requesting production of the product.

16
17 7. The method of claim 1 where the user must identify themselves prior to completing a transaction, with at
18 least their name and mailing address, and may optionally include an email address, telephone number, and
19 credit or debit card information.

20
21 8. The method of claim 1 where the user may be an individual person or an enterprise such as a sole
22 practitioner, a professional practice, a small business, a governmental agency, or a non-profit group.

23
24 9. The method of claim 1 where the message takes the form of a personal communication between
25 individuals.

1 10. The method of claim 1 where the message takes the form of notification information from an enterprise,
2 such as a reminder of an appointment, notice of scheduled services due, notice of changes in products or
3 services, notice of available services and products.

4
5 11. The method of claim 1 where the advertisement applies to a created or manufactured object or goods, or a
6 service.

7
8 12. The method of claim 1 where the advertising image may consist of a coupon or promotional code.

9
10 13. The method of claim 1 where the user may combine advertising images or coupons or promotional codes
11 on the front or back of the printed product.

12
13 14. A computer program product composed of program code to:

14
15 select and display images;

16
17 permit the user to specify subsets of images to display or to search for specific images or categories of
18 images;

19
20 display an electronic analogue of a printable medium, such as a postcard, to give the user the experience of
21 filling out a postcard;

22
23 combine selected images, whether composed of material stored and presented by the producer system, or
24 uploaded or otherwise created by the user;

1 track transaction requests, recording the sender and their identification, the recipient and their address, and the
2 unique components of the composition to be printed;

3
4 track production results and notify users of the results for their transactions;

5
6 track for advertisers the usage associated with their images;

7
8 track and allocate production and mailing expenses among advertisers and users;

9
10 prepare for delivery the advertising and user messages in printed form;

11
12 prepare and deliver the advertising and user messages in electronic form.

13
14 15. A method that permits delivery of the advertising and the user's message created as described in claim 1,
15 in electronic form as well as in printed form.

16
17 16. The method of claim 15 where the process may deliver the advertising and the user's message by means of
18 one or more of the following or similar forms: web-based electronic card pick up, email based electronic card,
19 wireless communication, facsimile, and telephone message.